

# Commercial News

The Showcase for American-Made Products and Services

## USA

FOR IMMEDIATE RELEASE:

### Opinionmeter International named "Exporter of the Year"

**San Leandro, California**, September 19, 2005 - Opinionmeter International, a leading manufacturer of electronic customer satisfaction survey devices, has been named the "Exporter of the Year" by Commercial News USA. *Commercial News USA* is the official United States Department of Commerce showcase for American-made products and services.

The catalog-style magazine is designed to help American companies promote products and services to buyers in more than 145 countries--at a fraction of the cost of other advertising options. Each issue reaches an estimated 400,000 readers worldwide.

A crucial feature of Opinionmeter International's sales strategy includes exporting to its growing network of exclusive licensees (now covering 11 countries). The Opinionmeter automates the process of collecting and reporting customer satisfaction feedback at the customer's point-of-experience. Opinionmeter's unique customer feedback survey device and web-based SurveyManager application provide an automated and scalable solution for capturing real-time onsite customer feedback from business lobbies. The web-based SurveyManager remotely manages the survey terminals anywhere in the world (handheld and mini-kiosk models available). This technology provides Opinionmeter's international licensees with the flexibility of offering a self-service or full-service model to their customers.

The Opinionmeter System gathers large amounts of "primary response data" from wherever the experience occurs, analyzes it, and transforms that data into information it delivers to any authorized person anywhere in the world for meaningful actions. The system is quickly implemented, easy, convenient, and economical to use. The result is immediate, spontaneous data that is not aged or dated - it is ripe for meaningful business action, or for timely response to a just occurring negative action, such as bad service.

Built on the WinCE platform, The Opinionmeter system provides maximum application and connectivity flexibility. In addition to the Opinionmeter's proprietary mini-kiosk, the Opinionmeter

application can also run on other WinCE and Pocket PC devices, for maximum device independence. The Opinionmeter is fully integrated with the web-based SurveyManager application. For access to a real-time SurveyManager demo and Flash Tour, please visit [www.opinionmeter.com](http://www.opinionmeter.com)

Opinionmeter International is currently seeking licensee candidates for remaining territories worldwide.

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